

DESTINATION



BELL BOULEVARD



BELL BOULEVARD REDEVELOPMENT

Public Meeting

November 14, 2017



CEDAR PARK

WHERE WE ARE IN THE PROCESS

**DEFINE VISION
AND CONCEPT**



**PLAN AND
IMPLEMENT**

We are here.



**PIECE IT ALL
TOGETHER**



**MAKE YOUR
VISION A REALITY**



“a family-friendly destination with a vibrant mix of uses — residential, retail, restaurant, office and park amenities.”



Economic



Mobility



Positive ROI



**Stakeholder
Support**



Greenspace



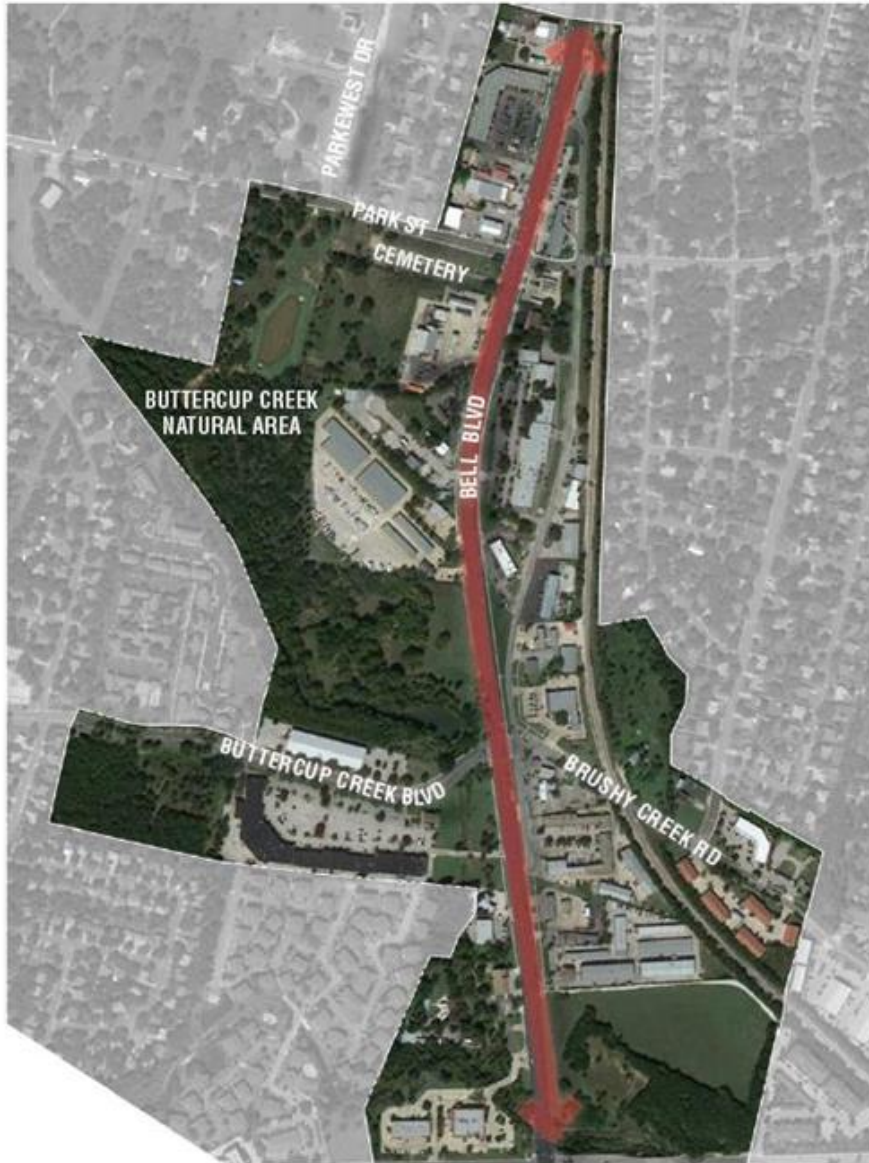
**Identity &
Placemaking**

THE BELL BOULEVARD VISION

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BELL BOULEVARD



Vision of a mixed use center – residential, retail, restaurant, office and park amenities.



Vision of a successful shopping district in our own community.



Vision of walkable blocks that tie into the adjacent neighborhoods.



Vision of a high quality environment on Bell Boulevard.



Vision of a well-designed and accessible Park.



BELL BOULEVARD ROAD DESIGN

DESTINATION



BELL BOULEVARD



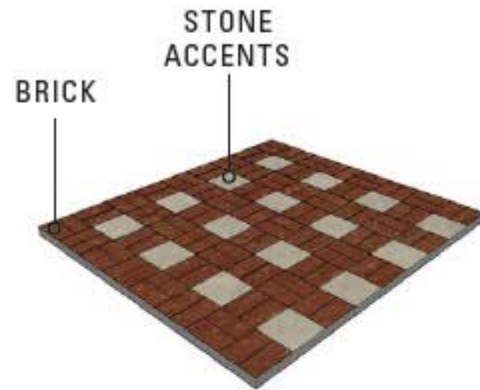
BELL BOULEVARD ROAD DESIGN

DESTINATION

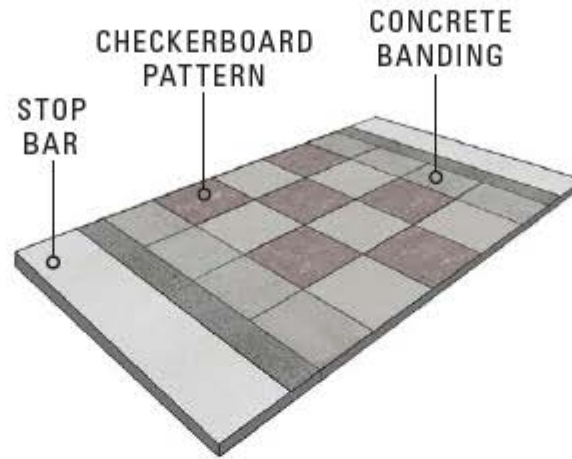


BELL BOULEVARD

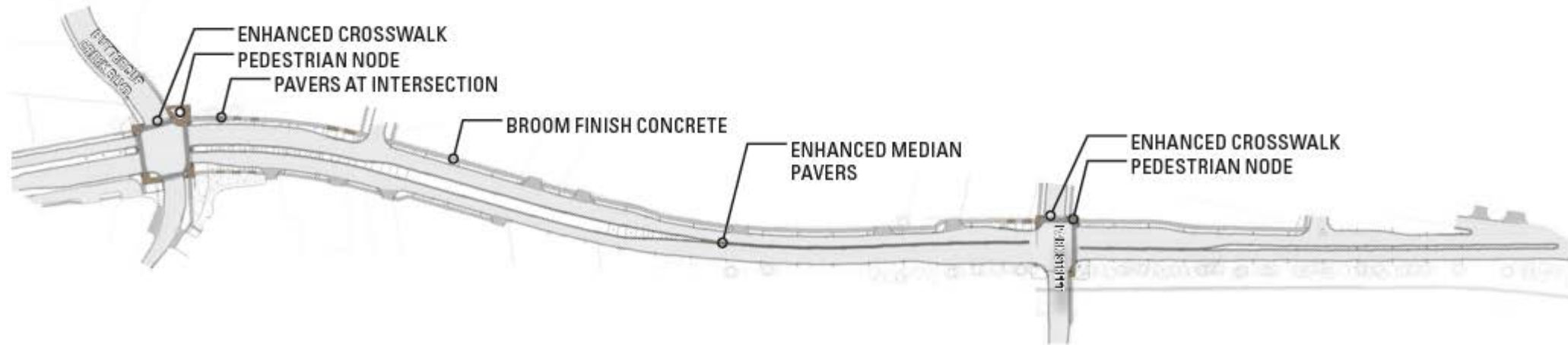
PAVERS



CROSSWALK



SIDEWALK BENCH





STREETSCAPE OF BELL BOULEVARD



EXISTING BELL BOULEVARD

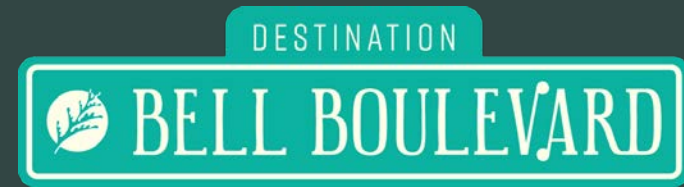
STREETSCAPE OF BELL BOULEVARD





STREETSCAPE OF BELL BOULEVARD

BELL PARK PLANNING



Watters Creek: Water Program and Aesthetics



BELL PARK PLANNING

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Addison Circle:
Access for Many

BELL PARK PLANNING

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BELL BOULEVARD

Plano:
Scalable and
Adaptable to
Variety of Events
and Uses



BELL PARK PLANNING



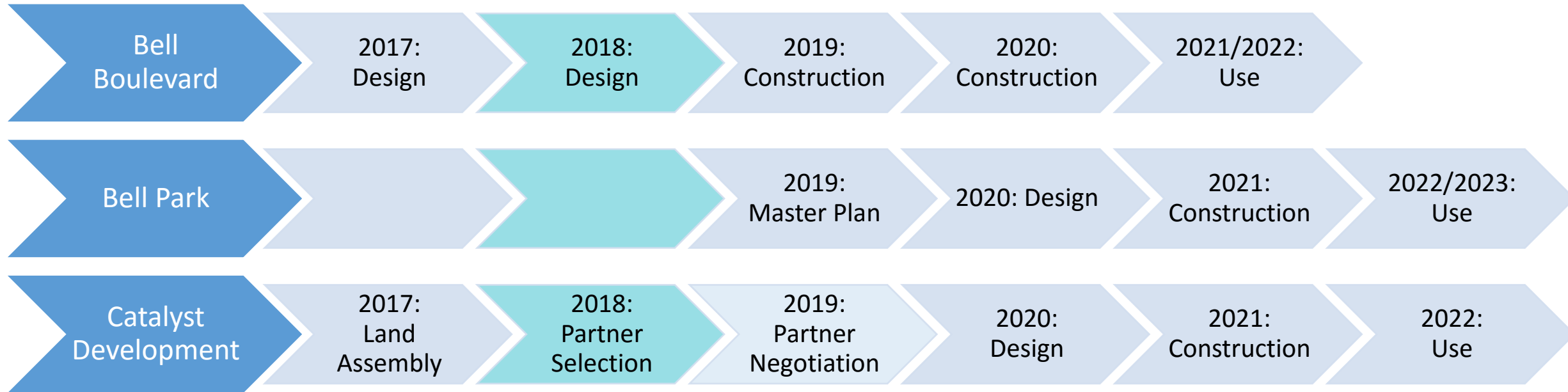
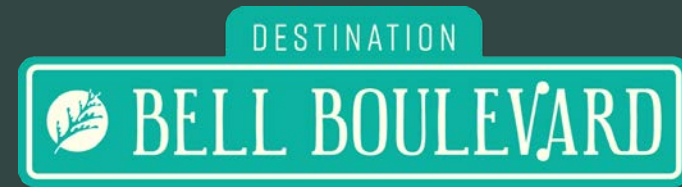
Rock Rose:
Adjacent
Development
Integrates into Park
AND Parking for
Park Integrates into
Development



What have we done to prepare this area for development?

- Acquired property
- Conducted surveys and environmental assessments
- Amended zoning ordinance with Mixed Use standards (in draft form, goes before Council 11/9- amend as appropriate after the 9th)
- Remained in contact with land owners

WHAT WILL HAPPEN IN 2018?



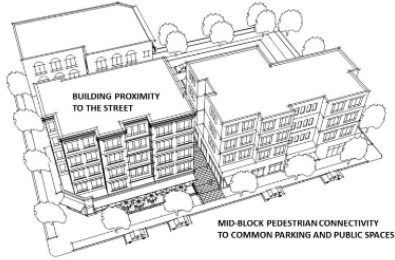
* Schedule is Complex and May Change

CHARACTER AND IDENTITY

DESTINATION



BELL BOULEVARD



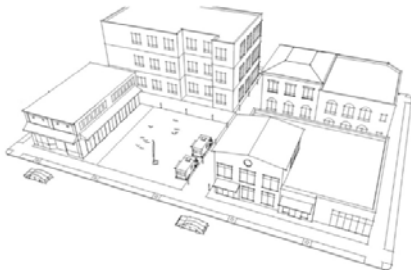
Building Shape

- Block Pattern
- Alleys
- Placement
- Massing



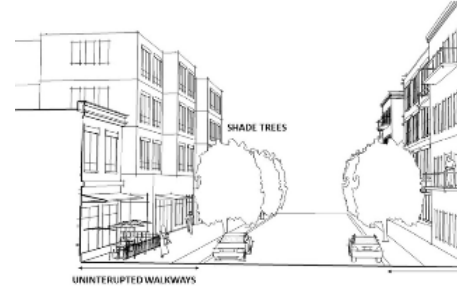
Building Face

- Entry
- Activated Ground Floor
- Articulation
- Materials
- Lighting



Gathering Spaces

- Public Parks and Plazas
- Private Outdoor Spaces



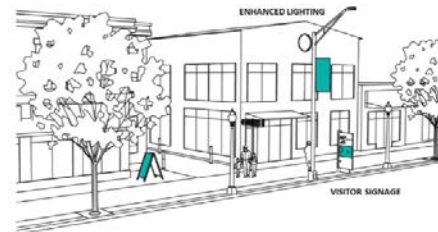
Pedestrian Area

- Sidewalks
- Street Furnishings
- Planting
- On-street Parking



Screening

- Walls
- Fencing and Screening
- Utilities
- Parking Lots and Structures



Branding

- Gateways
- Signage
- Outdoor Lighting
- Art

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Set Up WebEx - Cisco WebE | Bell Boulevard Characte x + -

bellblvdpoll.typeform.com/to/qVKMBt

3 → **Building Shape:** The Bell Blvd. vision calls for a connected network of streets with small blocks and a compact design to use land efficiently. In order for the development to be economically viable and meet financial goals, the Master Plan assumed development will contain 8-10 blocks in the core of the development with 5-story buildings placed on them with little to no setback from the sidewalk. Each building or each part of a building should have a diversity of approaches to roof line, building heights, and recesses to provide variety, reduce the perceived scale and appear like the buildings have evolved in place. **With that in mind, please provide feedback on each of the images below.**

b. Midtown Houston, Texas



Select

☒ A ✓ Like

☐ B Somewhat Like

☐ C Neutral

☐ D Somewhat Don't Like

☐ E X Don't Like

☐ F Additional Comments

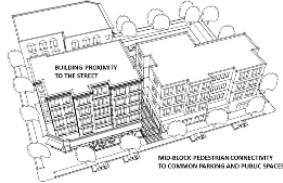
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Set Up WebEx - Cisco WebE | Bell Boulevard Characte x + -

bellblvdpoll.typeform.com/to/qVKMBt

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look at building shapes! < click

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Online Poll:
www.DestinationBellBlvd.com

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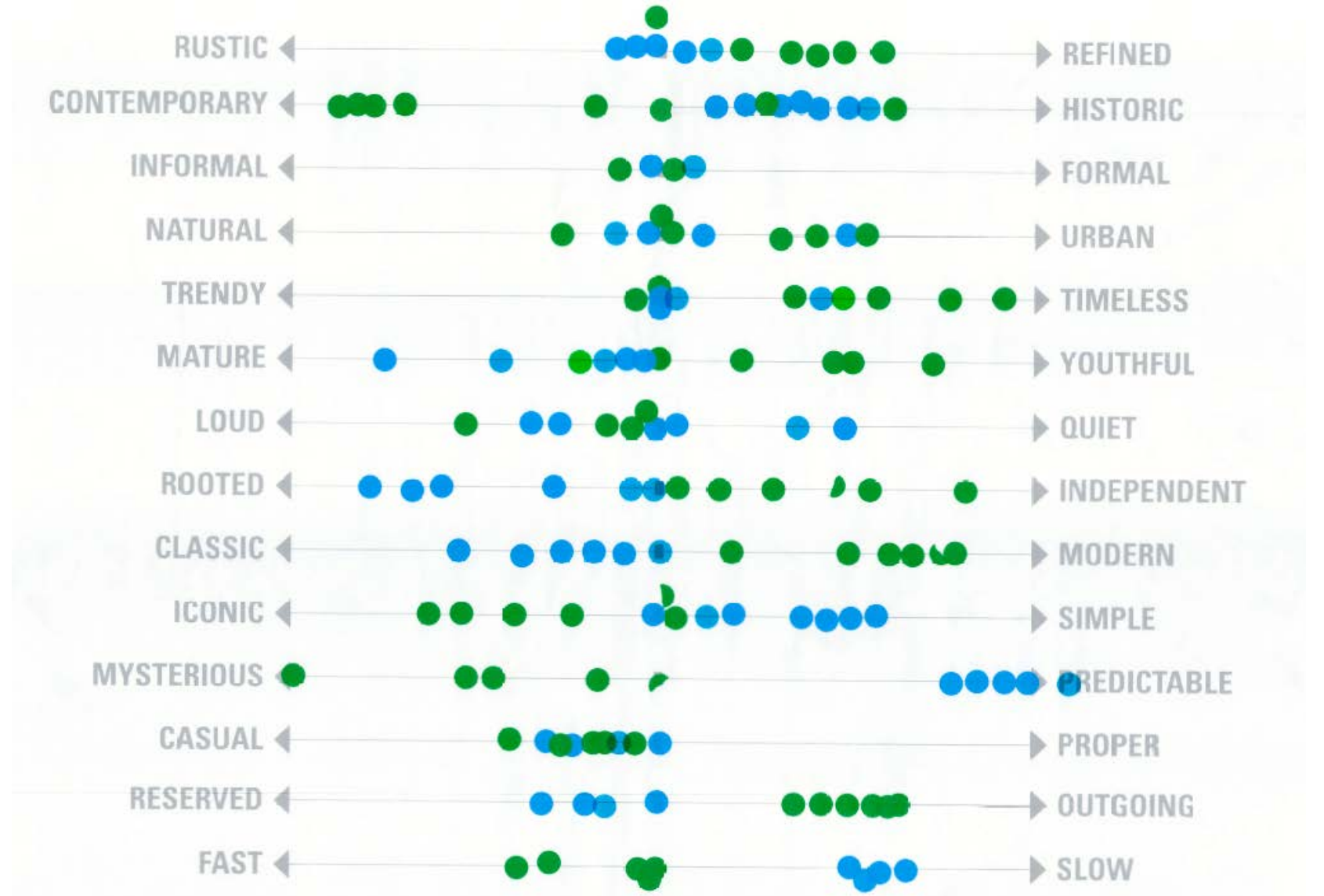
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BELL BOULEVARD

Descriptors:

- Put blue dots on the spectrum where you think Bell Blvd is TODAY.
- Put green dots on the spectrum where you think Bell Blvd should be when finished with project.



CHARACTER AND IDENTITY



Visual Preference:

- Put yellow dots on images you like.
- Put red dots on images you don't like.

 pinterest.com/cedarparktexas

 cedarparktexas.gov/enewsletter

 bellblvd@cedarparktexas.gov

Coming Up Next:
Meetings related to the Bell Blvd. Road
Design and Realignment in **early 2018!**



www.DestinationBellBld.com